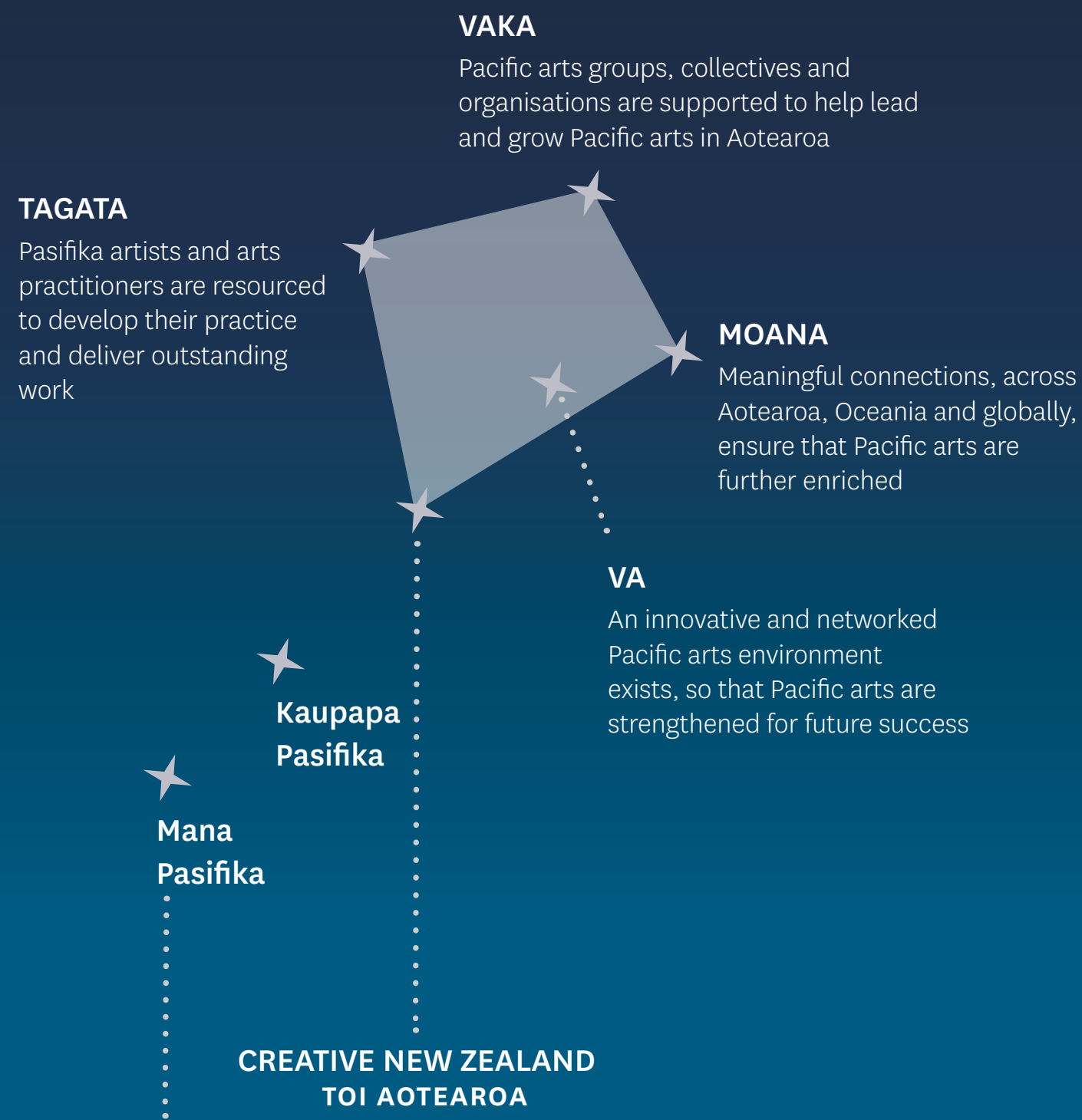


Our aspirations for the future of Pacific arts in Aotearoa New Zealand: our vision and outcomes – the difference we want our work to make, informed by the aspirations of the Pacific arts community

The areas we'll focus on over the course of this Strategy: working to these guiding stars will help us reach our future aspirations

Powerful and resilient Pacific arts, led by enterprising and innovative Pasifika people, for Aotearoa, Te Moana-nui-a-Kiwa and the world

- Pacific arts are bold and enterprising
- Pacific arts are powerfully connected through resilient ecosystems of creative communities
- Pacific arts inspire and influence people, everywhere



Our Pacific Arts Strategy is a vital and vibrant part of our wider strategic direction, for Creative New Zealand and for the arts in Aotearoa New Zealand

- Our long term goals**
- Empowered communities
 - Thriving artists, ringatoi and practitioners
 - He mana toi, he mana tangata
 - Powerful and resilient Pacific arts
 - Inspired New Zealanders
 - A valued arts development agency

Mata Ali'i
'The eyes of the chief' – how we measure the impact of the Pacific Arts Strategy

Our vision to 2040
The arts and ngā toi Māori are flourishing: created by a thriving arts community, enriching lives here and around the world

Our purpose
To encourage, promote and support the arts in New Zealand for the benefit of all New Zealanders

Our medium-term strategies and our policies
Including our Statement of Intent, Pacific Arts Strategy and Toi Ora Strategy

Amplify: A Creative and Cultural Strategy for New Zealand
The national strategy outlining how government will prioritise support for the creative and cultural sectors to 2030

The foundation for our work: how we work and what we do, as the basis for delivering to our focus areas and our future aspirations

How we work:
We work in **Kaupapa Pasifika** ways, recognising the different journeys of Pacific arts communities to uphold **Mana Pasifika** in the arts of Aotearoa New Zealand

What we do:
Through our work we **celebrate, connect, develop** and **invest** in Pacific arts, by delivering to the Strategy's **priorities for action**

Our people:
Our people are at the heart of our organisation – they're who we are, guided by our values, ngā whanonga pono, in all we do

Our work:
Our work supports the arts community and improves the lives of New Zealanders – it's what we do every day

Our approach:
Our approach reflects our people and our work – it's how we do things and how we see the world